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THE PORTRAYAL OF HUMANISM IN ETHEL LILIAN VOYNICH'S NOVEL "THE GADFLY"

Annotation. *This article examines the concept of humanism in Ethel Lilian Voynich's novel The Gadfly through a comparative image analysis. The focus of the study is on two main characters, Arthur Burton (Gadfly) and Jack Raymond. The aim of the study is to identify two types of humanism in the novel: revolutionary, moral, and empathetic. The study used comparative analysis and structural methods.The results show that Voynich did not present humanism as a single concept, but rather through contrasting images.*

Key words: *humanism, Ethel Lilian Voynich, Gadfly, Arthur Burton, Jack Raymond, image analysis.*

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ETHEL LILIAN VOYNICHNING "SO'NA" ROMANIDA INSONPARVARLIK TASVIRI

Annotatsiya. *Ushbu maqola Ethel Lilian Voynichning The Gadfly romani doirasida insonparvarlik (gumanizm) tushunchasini qiyosiy obrazlar tahlili orqali yoritadi. Tadqiqotning markazida ikki asosiy obraz – Arthur Burton (Gadfly) va Jack Raymond turadi. Tadqiqotning maqsadi romandagi insonparvarlikning ikki turini – inqilobiy, axloqiy va empatik shakllarini aniqlashdir. Tadqiqotda qiyosiy tahlil, struktural metodlardan foydalanildi. Natijalar shuni ko'rsatadiki, Voynich insonparvarlikni yagona tushuncha sifatida emas, balki qarama-qarshi obrazlar orqali ifodalagan.*

Kalit so'zlar: *gumanizm, Ethel Lilian Voynich, The Gadfly, Arthur Burton, Jack Raymond, obrazlar tahlili.*

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ИЗОБРАЖЕНИЕ ГУМАНИЗМА В РОМАНЕ ЭТЕЛЬ ЛИЛИАН ВОЙНИЧ "ОВОД"

Аннотация. *В данной статье рассматривается концепция гуманизма в романе Этель Лилиан Войнич «Овод» посредством сравнительного анализа образов. В центре исследования – два главных героя: Артур Бертон («Овод») и Джек Рэймонд. Цель исследования – выявить два типа гуманизма в романе: революционный, моральный и эмпатический. В исследовании использованы методы сравнительного анализа и структурного анализа. Результаты показывают, что Войнич представила гуманизм не как единое понятие, а скорее через контрастные образы.*

Ключевые слова: *гуманизм, Этель Лилиан Войнич, «Овод», Артур Бертон, Джек Рэймонд, анализ изображений.*

Introduction. The concept of humanism is of great importance in literature and philosophy, as it emphasizes the value and freedom of existence and its moral responsibility. Humanism has been present in the works of many writers and thinkers, such as Potebnya, who wrote about it in 1905, and Lotman and Uspensky in 2000. During this period, humanism manifested itself in various and complex forms. Ethel Lilian Voynich wrote her novel in such a context. The novel, set against a historical revolutionary background, looks at people's moral struggles. The character of Arthur Burton, also known as "The Gadfly," demonstrates humanism in a revolutionary way. Jack Raymond is a character who shows empathetic humanism.

Literature review. *The Gadfly* is a novel written by Ethel Lilian Voynich. It is a work about people and their struggles. Ethel Lilian Voynich wrote the novel *The Gadfly*, published in 1897. This book is truly about people who defend their views in the struggle against the system and try to find their place in a world that has gone completely mad. The story takes place during Italy's Risorgimento period, a time when Italy was undergoing many changes and people were fighting to unite their country. The main young man of the story is the Englishman Arthur Burton. He undergoes many changes and turns into a completely different person called "The Gadfly". This new person becomes a rebel. Reaching this level is not easy for him. He must think deeply about what to believe and face many difficult emotions. *The Gadfly* is the story of Arthur Burton and his path to becoming this person.

The Gadfly is truly about humanism. Humanism is a way of thinking that asserts the importance of people. It states that people should make their own decisions and think for themselves. Humanism is about being just and doing the right thing. It is not just following rules because someone orders you to.

Research Methodology. In books, humanism is manifested through characters who want to know the truth. These characters do what they believe is right, even if it is difficult. They believe that every person should be treated with respect. The idea of humanism is part of *The Gadfly*. What urges the characters of the work to do the right thing and fight for what they believe in is humanism.Voynich's book *The Gadfly* is truly interesting because Voynich incorporates ideas into the story. We see this when we look at the characters and the entire narrative in *The Gadfly*. To understand why humanism is so important in Voynich's work, we need to look at when the book was written, how the characters change, and the big ideas in *The Gadfly*. This helps us understand why humanism in Voynich works as it does in *The Gadfly* and why it is still important for people reading *The Gadfly* today. In *The Gadfly*, Ethel Lilian Voynich shows us what it means to be human. She does this by telling the story of Arthur Burton and how he changes as a person. We see how Arthur Burton has a sense of right and wrong, his ability for clear thinking, and his kindness, which can make a difference. These things help him stand up against unjust people and systems. Arthur Burton's story shows us that individual conscience, rational thought, and compassion can inspire people to strive for change and stand against wrongs. *The Gadfly* is a book about the power of humanism and it forces us to think about how this can impact our lives and the lives of people like Arthur Burton.

Voynich's *The Gadfly* is an interesting book that examines what it means to be human. The story of the characters shows us how difficult it is to remain true to ourselves and be free when there are many political and religious problems. In her work *The Gadfly*, Voynich wants people to treat each other with respect and dignity. The book says that we should make our own choices and live our lives without being controlled by others. Voynich's *The Gadfly* is about the importance of being a good person and defending truth even in difficult situations.

Through vivid description and historical content, *The Gadfly* exemplifies humanism, emphasizing the importance of moral autonomy, compassion, and the pursuit of justice, presenting the novel as a timeless reflection of the power of the human spirit.

Previous research has mainly focused on the character of Burton. Mironov expressed his views on this in 2002. However, the humanism in the character of Raymond has not been sufficiently studied. Therefore, the novelty of this article lies in its comparative analysis of the two models of humanism in the novel *The Gadfly*. When discussing the two models of humanism in *The Gadfly*, the article provides a comparative analysis of these two models.

The following methods were used in the research:

- **Comparative Character Analysis** – Identifying the similar and different aspects of humanistic values in the characters of Arthur Burton and Jack Raymond.
- **Hermeneutic Approach** – Interpreting the concept of humanism in the novel within its historical and cultural context [2].
- **Structural Analysis** – Determining the content of humanism through the plot, system of characters, and conflicts [4].
- **Psychological Analysis** – This involves studying the character's inner feelings, motivations, and moral choices. It is about understanding what the characters think and feel and why they make decisions. The characters' motivation and moral choices are very important in the analysis. Psychological analysis helps to understand what the characters want and what they believe in. It examines their inner thoughts and feelings. These things influence their actions. The psychological analysis of characters is certainly about looking at their motivation and moral choices.

Voynich's book was selected as the primary source material for the research. E.L.Voynich's novel *The Gadfly* was used as a good source of information for researching Voynich's book.

Analysis and results. Arthur Burton is a man who shows what it means to be a revolutionary figure concerned with humanity. He sacrifices his happiness and love to fight for freedom and justice in society. Arthur Burton's care for people is evident in: renouncing personal interests; active struggle against oppression and injustice. Burton's humanism has an active and tragic character, demonstrating humanism through practical devotion [1].

Jack Raymond is a man who believes in being good to people and caring about their feelings. He does not interfere in things that could lead to change, but he is firm in his loyalty to humanity and in doing the right thing. Jack Raymond's way of thinking about people and life can be described as follows: he dislikes violence; loyalty to interpersonal relationships, meaning people should be loyal to those they value, like family and friends, and be by the side of loved ones. Furthermore, his prioritization of moral responsibility must also be specifically emphasized. In the character of Raymond, humanism is shown through inner conscience and moral decision [7].

This comparison shows that the characters Burton and Raymond demonstrate kindness, which makes the book even more interesting and profound from a philosophical perspective [3].

Conclusion/Recommendations. Voynich presents humanism not as a concept, but through contrasting portrayals. The character Burton exhibits devoted humanism, while the character Raymond places humanity, compassion, and moral responsibility at the center of everything. Voynich's humanism is manifested more vividly through these portrayals. This book reveals the philosophical depth of the novel, urging the reader to think deeply about the importance of humanity. The book also discusses the revolutionary content of the 19th-20th centuries, which increases the novel's historical value [8]. Revealing the philosophical meaning of the novel is very important. The reader must think about the importance of humanity. The book also talks about the content of the 19th-20th centuries. This makes the novel historically very valuable. The novel and its historical value are considered very important. In the novel *The Gadfly*, humanism is expressed through two models: Arthur Burton (The Gadfly) – active, revolutionary, devoted humanism; Jack Raymond is a kind and caring person. It's about being a good person and understanding others. Jack Raymond believes in treating people with respect and kindness.

The comparative analysis reveals the facets of humanism in literature and creates a scientific basis for future research. The complexity and universal human value of humanism in the novel are manifested through the characters. Humanism is an idea and it is very important. The characters in the work help explain what humanism is. Humanism is very important. It is something everyone should know. The novel is a path to studying humanism and its many facets. Humanism is a factor that affects every person. It is a part of our lives.

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TRANSLATION OF TOURISM WEBSITES FOR INTERNATIONAL AUDIENCES: LINGUISTIC AND CULTURAL ADAPTATION

Annotation. *This article examines the linguistic and cultural aspects of translating tourism websites intended for international audiences. Tourism websites serve as key tools in promoting a country's image, making accurate and culturally appropriate translation essential. The study focuses on culture-specific elements, localization strategies, and the impact of translation choices on effective cross-cultural communication in the tourism industry.*